

Malaysia Wants Your Products!

April 24-27, 2004



USDA/FAS-SPONSORED TRADE MISSION TO KUALA LUMPUR (Space limited to 10 companies)

- Are you a U.S. exporter of consumer-ready foods interested in selling products to the retail and/or hotel restaurant sectors?
- Do you want to learn how to break into the growing Malaysian market?
- Are your products in Malaysia, but you want to increase sales?

The 2002 Mission to Malaysia generated over \$2 million in sales.

Our participants say it best:

The April 2002 Malaysia buying mission was very successful for SUPERVALU International. The FAS Malaysia team arranged one-on-one customer meetings, market tours, and informational seminars, which assisted us in growing our business. As a direct result of this mission, SVI is now servicing 3 new customers. We are very pleased to have FAS Malaysia as our partner!

*Diane C. Maske
Director of Export Sales
Supervalu*

BEST PRODUCT PROSPECTS:

- | | | |
|---|-----------------------------|-----------------------------------|
| ● Fresh and processed fruits and vegetables | ● Products for food service | ● Halal meats |
| ● Snack foods and nuts | ● Halal food preparations | ● Other products for food service |
| ● Wine | | ● Seafood |
| ● Dairy products | | |

Call (202) 720-2075 for more information

MALAYSIA ... AN EMERGING MARKET



Malaysia is slightly larger than the state of New Mexico with a population of about 25 million. Over 60% of the population is middle to upper income and can afford

imported food products. In 2002, Malaysia imported \$3.6 billion of food products, including \$402 million worth of agricultural products from the United States. Consumer-oriented foods were \$143 million of the U.S. total. Middle to upper income consumers shop at large retail stores that offer a wide range of sophisticated food and beverage products. Modern stores account for 28% of total retail sales.

WHY GO ON AN FAS TRADE MISSION? IN JUST FOUR DAYS, YOU WILL:

- Learn about the Malaysian market from FAS and industry representatives.
- Go on guided tours of supermarkets and retail outlets.
- Meet informally with major market players at social events.
- Exhibit your products to qualified trading partners.
- Have at least four prearranged meetings with top importers, supermarket buyers, chefs, and food and beverage managers who are interested in your product line.

Application Deadline: February 15, 2004 (application form by request)

Cost: ~~\$550.00~~ **\$450.00** if you sign up by January 15!

(Fee includes all mission activities. The fee does not cover airfare, hotel, meals, or incidentals).

Eligible expenses are reimbursable through the MAP branded program, administered by commodity organizations and state regional trade groups.

Contact Information

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Trade Mission
Malaysia
(Subject to Change)



Saturday, April 24 First Day of Mission	Arrive in Kuala Lumpur by 4 p.m. Orientation meeting at hotel, including country briefing
Sunday, April 25 8 a.m. to 5 p.m. Evening	Supermarket and city tour Dinner at the home of a local food consultant
Monday, April 26	One-on-one meetings with qualified buyers Dinner and product display with qualified trading partners.
Tuesday, April 27	Additional time for one-on-one meetings Depart Kuala Lumpur

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